



"The Culture Shift"

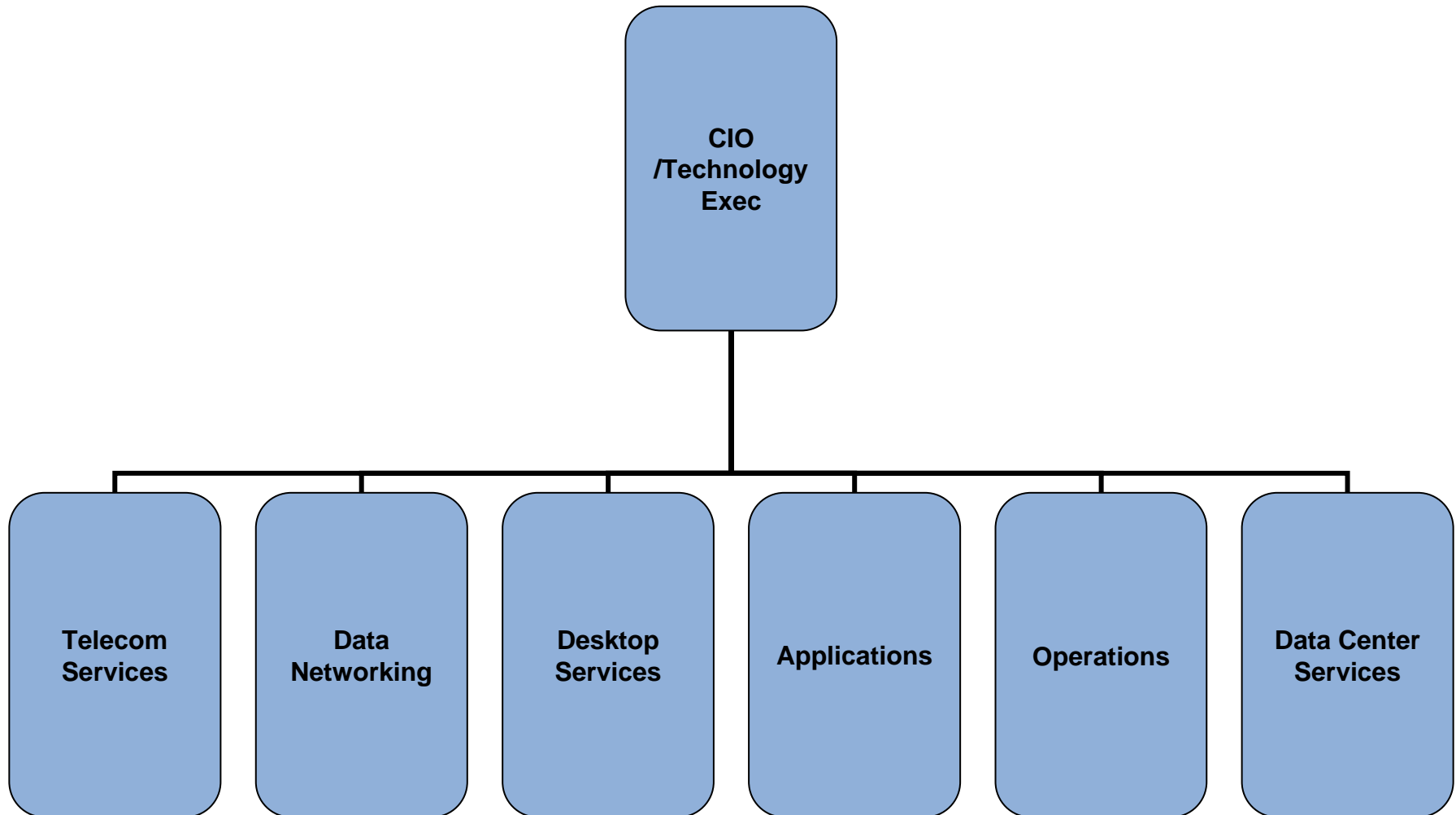
The Operationalization of VoIP and the Role of the IP Telephony Specialist

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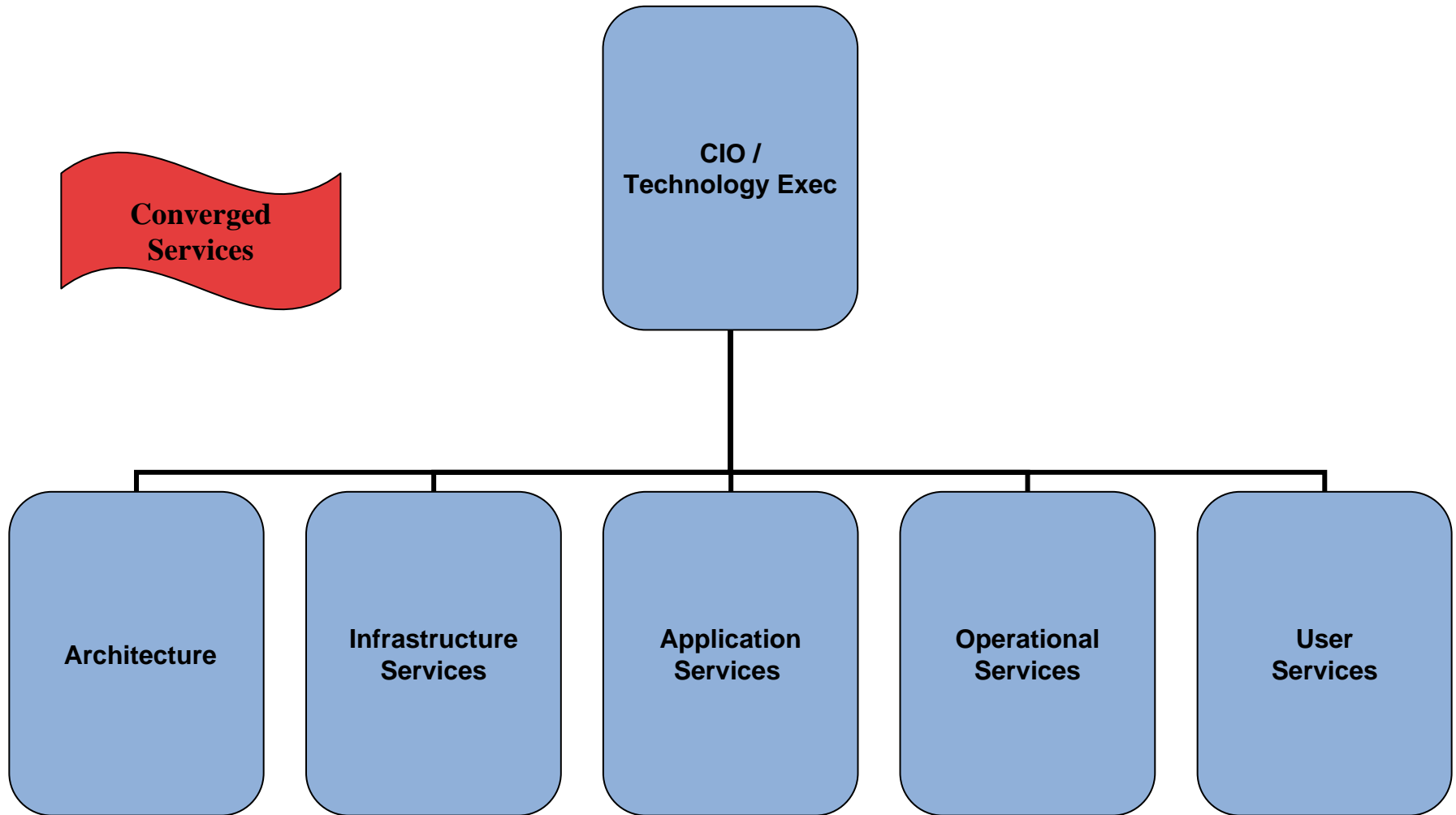
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Today's Functional IT Shop Silos of Expertise

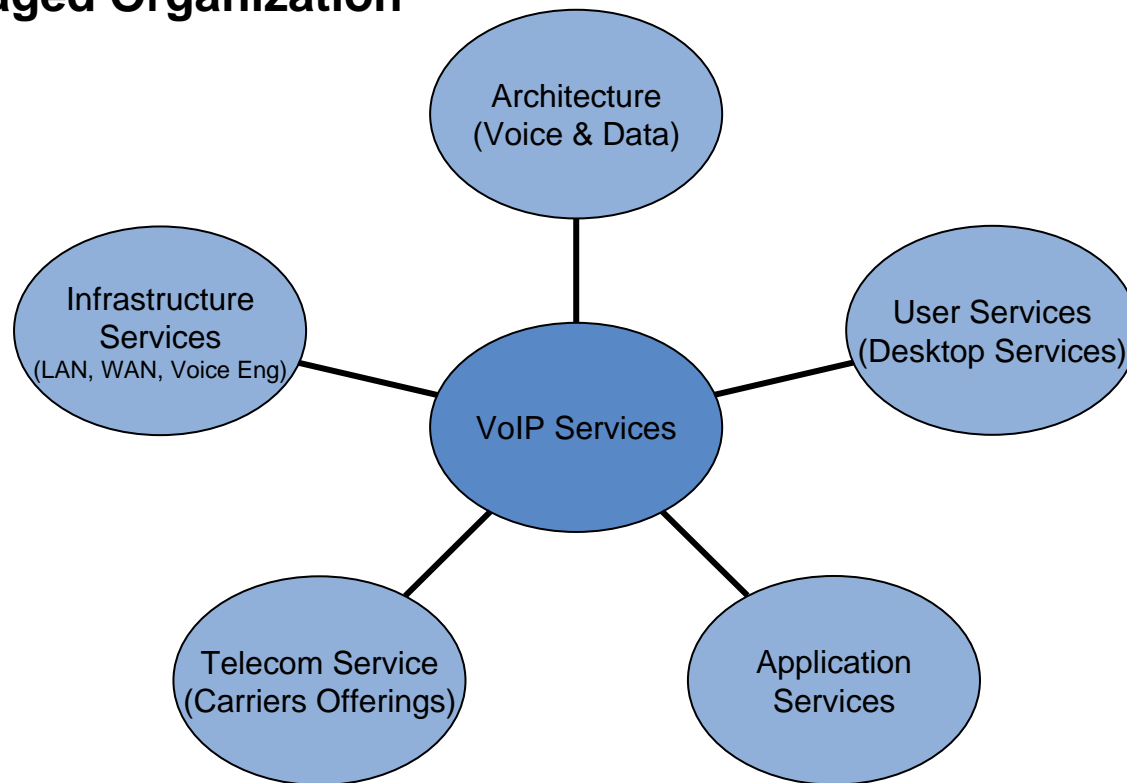


Tomorrow's functional IT Shop: Services Oriented



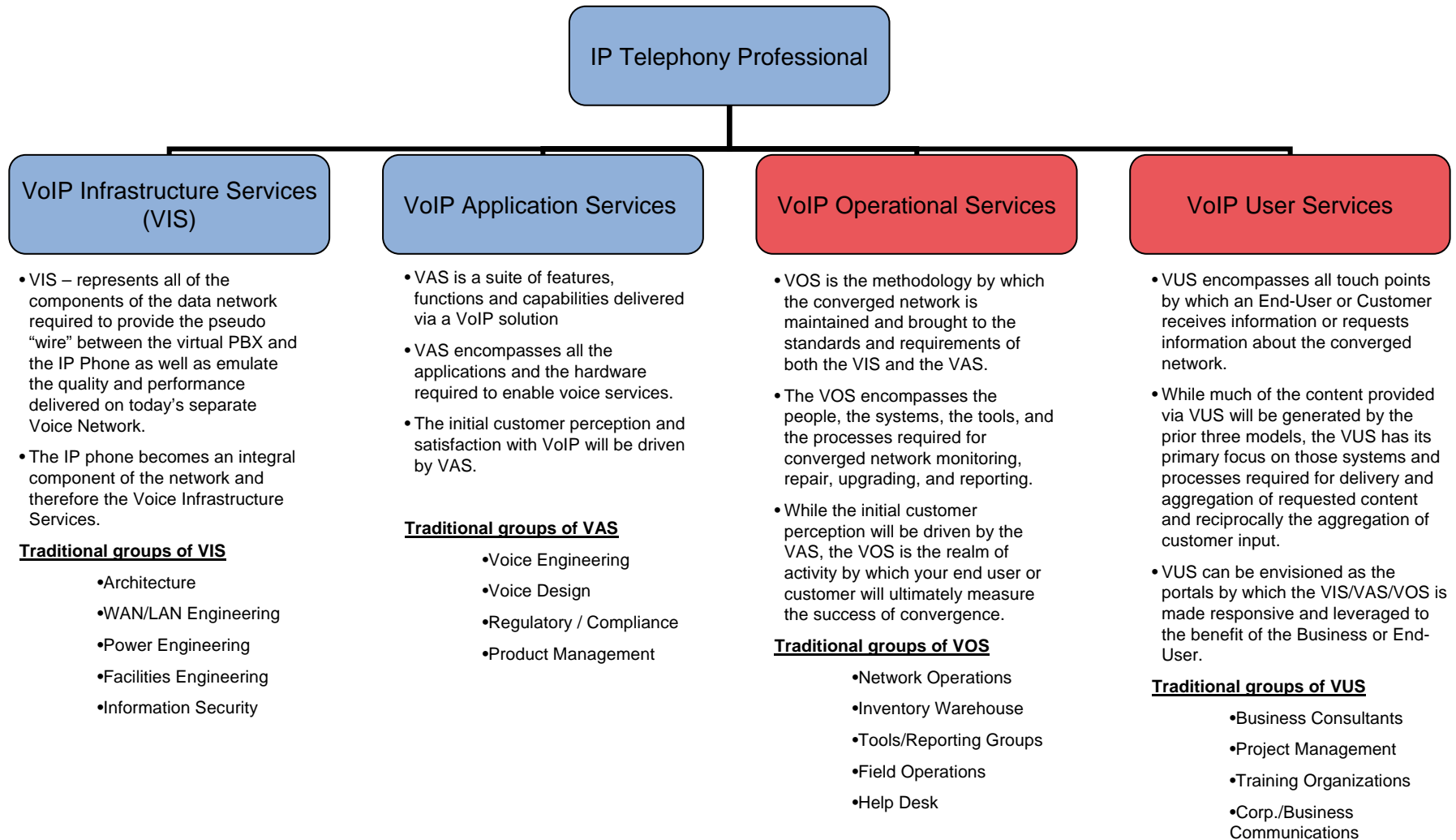
How will VoIP Services be Provided

- **Need for Cross Organizational Architectural Vision**
 - Converged Services can no longer be designed in a silo.
- **Matrix Managed Organization**



The Big Picture for the IP Telephony Professional

The Knowledge Base of the New IP Telephony Professional



IP Telephony as an Application

- **Regardless of protocol and transport, telephony is still an application that will require Telephony expertise in determining what feature or combinations of features will be needed to meet the business process.**
 - Application Development
 - The use of Station Interviews to gather:
 - Administrative Assistant Configurations
 - Call Coverage Paths
 - ACD groups
 - If your transformation will result in substantial number changes the treatment and migration will be required
 - » Voice scripting and intercept strategies need consideration prior to the placement of the first phone.
 - Trouble Isolation
 - Audible trouble shooting and the ability to interpret intercept messages is an art that needs to be passed on to the converged environment
- **Data networking professionals traditionally have not interfaced in the Enterprise with the end user in a consultative role for PC Applications. (Usually the Application or Desktop Groups).**

IP Telephony and What Lay Beyond.

- **The replacement of the telephone with an VoIP Appliance will require the additional understanding of those ancillary devices often attached to the traditional telephone network as well.**
- **Solutions for these non “telephony” devices that utilize traditional voice grade networks will need to be done prior to deployment.**
 - Voice Recording equipment
 - Transcription devices
 - Point of Sale devices
 - Fax and MPC machines
 - Headsets
 - Alarm Lines

Process Threads of "V" for the IP Telephony Professional

- **The IP Telephony Professional must have the ability to assess those End to End process threads supporting Voice in the legacy environment and have the vision to modify for convergence.**
- **Critical to this assessment but not limited to it are the following:**
 - Requirements Gathering
 - Pilot Program
 - Transformation Communication
 - Program Reporting and Tracking
 - Asset Transition
 - Chargeback and Allocation
 - Customer Satisfaction and Feedback
 - New Product Request
 - Roadmap Development
 - Product documentation
 - Regulatory and Compliance review and Audit

DON'T PANIC!

*You don't have to have a single
super IP Telephone Professional
to be successful.*

Matrix, Seed and Converge, as the means to “Cross Train”

- **“Cross Training” is an overused theoretical term often used with little understanding of the requirements for “Operationalization” of new products.**
- **Matrixed Leadership of the converged vision.**
 - To align the necessary resources as a “hard line” org. will do nothing but recreate the entirety of the Functional IT.
- **Seeded Line and Production Organizations with SME’s**
 - To attempt a transformation via distinct and separate factory groups will prove highly impacting
- **Converged Technical/Consulting/Decisioning Groups.**
 - Data vs. Voice. Engineers / Technicians / Consultants / Designers all will be laden with levels of religion and philosophy. Without breaking through these barriers for collaborative decisions the outcome will be: rework / incomplete solutions / unexpected convergence outcomes.

Cultural Challenges to a Converged Organization for an IP Telephony Professional:

- **Trust**
 - The IP Telephony Specialist will have to lead and leverage via a matrixed organization in pursuit of convergence.
- **Resource Planning**
 - Over the past 6-8 years, IT spending and resources have been reduced. The introduction of a converged network will require both skill set augmentation along with additional overhead resource for End to End product management.
- **Centralized Decisioning**
 - Traditional voice decision making will now require elevated Corporate input vs. specific LOB or Brick Mortar requirements.
- **Technology Acceptance**
 - Demographics / Job Function / Business Process / VOS and VUS maturity will determine ultimately the acceptance and the benefits intended to be derived from Convergence.

Program Challenges to a Converged Organization for an IP Telephony Professional:

- **Gap:** What is your Corporate Vision of the Worker and the Workplace of the Future against Technology's Strategy with enabling technologies?
- **Gap:** Do you have a collaborative and unified Voice Strategy that supports mobility and productivity?
- **Gap:** Will you leverage emerging technologies and approaches with best global advances as convergence occurs?
- **Gap:** How will you solve convergence issues driven by legacy solutions not capable of mapping to your VoIP solution of choice?

What must be recognized by the IP Professional to close these Gaps

- VoIP is inevitable.
- VoIP will impact ALL users.
- Telephony is imbibed with Religion.
- IP Telephony is more than just another application on the network.
- VoIP requires convergence.
- VoIP is not a “Dial tone Replacement” or a network “refresh” for Voice Services.
- Installing an IP Phone without advanced features is not a benefit to the Business.
- The first question to be answered in a converged environment is “Are we all together?”
- The best question asked in converged environment is not whether “We Can”, but “Whether we should”.
- **FINALLY and MOST IMPORTANTLY – LISTEN TO YOUR CUSTOMER.**
 - Let the Voice of your Customer and the Voice of your Employee Guide you.

Prospects for the IP Telephony Specialist

- **Telephony Experience is growing in need to manage convergence. The user interface and telephony application combined with mobility solutions have never needed more historical experience to guide their development.**
- **Historical reductions in IT Budgets with the newly added product development from IP Telephony will continue to drive this need.**
- **Enterprises have not typically sought the Telephony Specialist, choosing to rely on the “Silos” already existing internally. However, breaking ground in converging a network with costly lessons learned are yielding a mindset for a more formalized vision led by experienced personnel.**
- **Finally, I fell into this position. The most challenging games bring the most competitive players.**